

Message Text

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ACTION IO-13

INFO OCT-01 EUR-12 ISO-00 AGR-05 CEA-01 CIAE-00 COME-00

DODE-00 EB-07 FRB-03 H-02 INR-07 INT-05 L-03 LAB-04

NSAE-00 NSC-05 PA-01 AID-05 CIEP-01 SS-15 STR-04

ITC-01 TRSE-00 USIA-06 PRS-01 SP-02 FEAE-00 OMB-01

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FM USMISSION GENEVA

TO SECSTATE WASHDC 1163

INFO USMISSION EC BRUSSELS

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E.O. 11652: N/A

TAGS: ECE EEWT CSCE

SUBJECT: ECE - FOURTH SEMINAR ON EAST-WEST TRADE PROMOTION,
MARKETING BUSINESS CONTACTS, RESUMED PREPARATRY MEETING
JULY 13

REF: A STATE 171686, B GENEVA 3812

1. SUMMARY: AFTER NEARLY APPROACHING ANOTHER IMPASSE AS EXPERIENCED DURING MAY 10 PREPARATORY MEETING, RESUMED PREPARATORY MEETING OF JULY 13 ARRIVED AT AGREEMENT ON COMPROMISE TEXT FOR THEME OF FOURTH SEMINAR ON EAST-WEST TRADE PROMOTIO, MARKETING AND BUSINESS CONTACTS. AGENDA FOR FOURTH SEMINAR INCLUDES "MARKETING RESEARCH " AS ONE OF THREE TOPICS TO BE DISCUSSED AT SEMINAR WHICH WILL BE HELD MARCH 22-24, 1977 IN GENEVA. END SUMMARY.

2. EVENTUAL SUCCESSFUL OUTCOME OF JULY 13 MEETING, ATTENDED BY BRUNGART ANDMISSION OFFICER LOFTIN FOR US, WAS
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SATISFYING TO SECRETARIAT AND BOTH WESTERN AND EASTERN SIDES

SINCE IT LOOKED IN THE MORNING SESSION LIKE MEETING WAS GOING TO DISINTEGRATE INTO ANOTHER DEBATE OF "TRADE POLICY AND ADMINISTRATIVE OBSTACLES" AS HAPPENED ON MAY 10. (SEE REFTEL A). MORNING DISCUSSION TAKEN UP WITH BOTH SIDES STATING NEED TO LIMIT SEMINAR TO PRACTICAL TOPICS AND MANAGEABLE AGENDA. WE STATED USG POSITION DRAWING FROM PARAS 1 AND 2 OF REFTEL A. IT WAS CLEAR, HOWEVER, THAT THERE WAS NO AGREEMENT BETWEEN EAST AND WEST EVEN WITHIN THE WESTERN SIDE JUST WHAT AN ACCEPTABLE MAIN THEME WOULD BE. NORWAY, IN FACT, INTRODUCED THREE MORE SPECIFIC TOPICS TO ADD TO THE ORIGINAL LIST OF NINE POSSIBLE TOPICS CIRCULATED BY THE SECRETARIAT PRIOR TO THE MAY 10 MEETING (LG/TTD/76/4/(A). BULGARIA THEN MENTIONED THAT AGENDA SHOULD INCLUDE TOPIC DEALING WITH PROBLEMS EASTERN COUNTRIES HAVE IN MARKETING THEIR AGRICULTURAL GOODS IN WEST. CZECHOSLOVAKIAN REP THEN QUESTIONED WHY SECRETARIAT HAD NOT FORMALLY PRINTED THE TOPICS MENTIONED BY THE EASTERN SIDE DURING MAY 10 MEETING. HE WAS REFERRING TO /REMOVAL OF TRADE POLICY AND ADMINISTRATIVE OBSTACLES TO TRADE AS PRECONDITION FOR EFFECTIVE MARKETING" WHICH WAS PUSHED SO HARD BY THE HUNGARIAN REPRESENTATIVE (FABIAN) DURING MAY 10 MEETING. CCOMMENT: FABIAN WAS CONSPICUOUSLY ABSENT FROM JULY 13 MEETING. DIMITROV OF BULGARIA ACTED AS EASTERN SPOKESMAN IN MUCH LESS CONTENTIOUS MANNER THAN HAD FABIAN.) SCOTT OF ECE SECRETARIAT SENSED THAT MEETING WAS ABOUT TO REACH IMPASSE AND SUGGESTED TWO CAUCUSES MEET SEPARATELY AND TRY COME UP WITH SEPARATE DRAFT TEXTS FOR AGENDA.

3. TWO DRAFT TEXTS WHICH PRESENTED TO OTHER SIDE JUST BEFORE LUNCH BREAK INDICATED THAT EASTERN AND WESTERN SIDES FAR APART. EASTERN TEXT WAS MUCH TOO GENERAL IN NATURE AND EMPHASIZED MARKETING OF AGRICULTURAL GOODS AS ONE OF THREE KEY AREAS TO BE DISCUSSED AT SEMINAR ALONG WITH INVESTMENT AND CONSUMER GOODS. EASTERN TEXT MADE NO MENTION OF MARKET RESEARCH OR OF PROBLEMS IN OBTAINING MARKET DATA. EXPLICIT MENTION OF AGRICULTURAL GOODS WAS TOTALLY UNACCEPTABLE TO EC-9 PARTICULARLY FRG WHOSE REPRESENTATIVE STATED THAT WITH THIS WORDING FEW IF ANY WEST GERMAN BUSINESSMEN WOULD ATTEND LIMITED OFFICIAL USE

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SEMINAR. WESTERN DRAFT TEXT WAS AS FOLLOWS:

QUOTE:

MARKETING IN THE CONTEXT OF EAST-WEST TRADE WITH PARTICULAR REFERENCE TO:

(I) COMMERCIAL INFORMATION AND MARKET RESEARCH

(II) CHANNELS AND TECHNIQUES OF CONSUMER GOODS INCLUDING
BRANDING, PACKAGING AND ADVERTISING

(III) DESIGN AND MARKETING OF CAPITAL GOODS INCLUDING
AFTER-SALES SERVICE UNQUOTE

4. CONTACT GROUP MET PRIOR TO AFTERNOON SESSION TO
TRY SORT OUT DIFFERENCES BETWEEN TWO DRAFT TEXTS. WESTERN
SIDE WAS ABLY LED BY D. LISTON OF UK (BRITISH OVERSEAS
TRADE BOARD) WHO WAS VERY EFFECTIVE IN BRIDGING CONSIDERABLE
GAP BETWEEN THE TWO SIDES. AGREEMENT REQUIRED SEVERAL
TRADE-OFFS IN WORDING TO REMOVE UNACCEPTABLE WORDING OR
EMPHASIS. EASTERN SIDE, AS EXPECTED, HAD TROUBLE WITH
"COMMERCIAL INFORMATION" WORDING BUT COULD ACCEPT REFERENCE
TO "MARKET RESEARCH". LISTON SUGGESTED THAT WORDING
"MARKETING RESEARCH" WOULD BE SLIGHTLY BROADER AND WOULD
INCLUDE COMMERCIAL INFORMATION, STATISTICAL DATA, AND
OTHER INPUTS WHICH GO INTO MARKET RESEARCH PLUS SOME
WIDER ASPECTS OF MARKETIN. WITH REMOVAL OF EX-
PLICIT REFERENCE TO "COMMERCIAL INFORMATION" THIS WORDING
WAS ACCEPTABLE TO EASTERN SIDE. EASTERN SIDE ATTEMPTED
AGAIN WORK IN SOME REFERENCE TO "TRADE AND ADMINISTRATIVE
OBSTACLES". DUTCH REPRESENTATIVE AS WELL AS LISTON WERE
VERY EFFECTIVE IN STATING IN NO UNCERTAIN TERMS THAT THIS
WOULD NOT BE A PROPER OR ACCEPTABLE TOPIC FOR DISCUSSION
AT THE SEMINAR AND THAT INSISTENCE OF ITS INCLUSION
ON THE AGENDA WOULD RESULT IN LITTLE OR NO ATTENDANCE BY
WESTERN BUSINESSMEN. EAST BACKED OFF. (COMMENT: BASIC
TRADE-OFF HERE WAS OUR DROPPING SPECIFIC REFERENCE TO
"COMMERCIAL INFORMATION" ALTHOUGH WEST INCLUDING US
STRESSED THAT THIS AN IMPLICIT PART OF MARKET RE-
SEARCH, IN EXCHANGE FOR EAST BACKING OFF ON "TRADE
OBSTACLES" TOPIC.) OTHER CHANGE IN WORDING WHCIH RESULTED
DALE

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ITC-01 TRSE-00 USIA-06 PRS-01 SP-02 FEAE-00 OMB-01

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IN AGREEMENT WAS ADDITION OF "REFRIGERATION AND TRANSPORTATION" TO WESTDRAFT TEXT (II). THIS ADDITIONAL WORDING WAS AGREED AS REFLECTING SOME COVERAGE OF EASTERN AGRICULTURAL PRODUCTS (FOOD ITEMS) BUT NO COVERAGE OF FAW MATERIALS. EC-9 COUNTRIES COULD ACCEPT THIS SINCE THERE NO EXPLICIT REFERENCE IN WORDING TO AGRICULTURAL PRODUCTS. FINAL AGREED TEXT AS FOLLOWS:

QUOTE:

MARKETING OF CAPITAL AND CONSUMER GOODS IN THE CONTEXT OF EAST-WEST TRADE WITH PARTICULAR REFERENCE TO:

(I) MARKETING RESEARCH;

(II) MARKETING AND DESIGN OF CAPITAL GOODS INCLUDING AFTER-SALES SERVICE;

(III) MARKETING OF CONSUMER GOODS INCLUDING BRANDING, LIMITED OFFICIAL USE

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PACKAGING, ADVERTISING, REFRIGARARION AND TRANSPORTATION.

UNQUOTE.

5. ROMANIA MADE ONE SLIGHT POLITICAL INTERVENTION WHICH SAID THAT IT HAD A RESERVATION WITH THE WORDING "EAST-WEST TRADE" AND THAT ROMANIA PREFERRED "TRADE BETWEEN COUNTRIES OF THE ECE AREA". BULGARIA RESPONDED BRIEFLY TO THIS SAYING THIS NOT THE PROPER FORUM FOR SUCH A SUGGESTION.

SCOTT SAID THE REPORT WOULD NOTE ROMANIA'S COMMENT.

6. PREPARATION OF DOCUMENTATION FOR SEMINAR: US AGAIN STRESSED USG'S BELIEF THAT MARKET RESEARCH IS A KEY AREA IN WHICH IMPROVEMENT NEEDED FOR EXPANDED EAST-WEST TRADE AND SAID IT PROBABLE THAT USG AND/OR US BUSINESS CIRCLES WOULD PRESENT PAPER DEALING WITH THIS SUBJECT. UK WILL PROBABLY PRESENT PAPER ON MANUFACTURE AND MARKETING OF CONSUMER GOODS COVERING SOME OR ALL OF SPECIFIC AREAS MENTIONED IN SUB-TOPIC (III) OF AGREED TEXT. SWEDEN WILL PROBABLY PRESENT PAPER ON MARKETING OF CONSUMER AND/OR CAPITAL GOODS. ROMANIA WILL PRESENT PAPER DEALING WITH MODERN DESIGN OF ELECTRONIC GOODS. BULGARIA SPEAKING FOR THE EASTERN COUNTRIES SAID THERE WOULD PROBABLY BE CONTRIBUTIONS ON ALL OF THE SUB-TOPICS. PAPERS SHOULD BE ABOUT 15-20 PAGES OR 4-5,000 WORDS WITH A SHORT SUMMARY. IDEALLY THE SECRETARIAT WOULD LIKE THE COUNTRY SUBMITTING A PAPER TO PROVIDE TRANSLATION INTO AT LEAST ONE OF THE OTHER TWO WORKING LANGUAGES OF ECE (FRENCH, RUSSIAN AND ENGLISH). SECRETARIAT WOULD LIKE CONFIRMATION OF ALL PAPERS TO BE SUBMITTED BY EACH COUNTRY OR ITS BUSINESSMEN, SPECIFYING WHETHER PAPER IN BACKGROUND OR CASE STUDY, BY END OF AUGUST. BY MID-SEPTEMBER SECRETARIAT WILL CIRCULATE LIST OF PAPER SUBJECTS. SECRETARIAT REQUESTS RECEIVE PAPERS BY DECEMBER 15.

7. TIMING AND TIME-TABLE OF WORK OF SEMINAR: SEMINAR WILL BE HELD MARCH 22-24, 1977 IN GENEVA. THERE WAS GENERAL DISCUSSION RE TIME-TABLE OF WORK. ONE SUGGESTION WAS TO HAVE GENERAL DISCUSSION ON MORNING OF FIRST DAY LEAVING ONLY AFTERNOON OF FIRST DAY FOR DISCUSSION OF MARKETING RESEARCH SUB-TOPIC. MISSION OFFICER STATED LIMITED OFFICIAL USE

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AGAIN IMPORTANCE USG ATTACHES TO THIS TOPIC AND STRESSED THAT US WOULD NOT BE IN AGREEMENT TO LIMIT TIME FOR DISCUSSION THIS SUB-TOPIC WHILE LEAVING FULL DAY FOR OTHER TWO SUB-TOPICS. GENERAL AGREEMENT REACHED THAT EACH SUB-TOPIC WILL HAVE ROUGHLY ONE DAY FOR DISCUSSION. SCOTT SUGGESTED THAT CHAIRMAN AND VICE-CHAIRMAN ALLOCATE TIME LEAVING MAYBE HALF A DAY FOR PANEL DISCUSSION OF MAIN THEME AS DONE DURING THIRD SEMINAR. (COMMENT: EAST PUSHED SEVERAL TIMES FOR GENERAL OR PANEL DISCUSSION TIME. IT PROBABLE THAT THEY MAY TRY TO WORK IN SOME DISCUSSION FOR ONE OF THEIR PET SUBJECTS, E.G., TRADE OBSTACLES, DURING PANEL DISCUSSION.)

8. DISCUSSION LEADERS: SCOTT PLANS TO USE FORMAT OF PAST SEMINAR (S) IN WHICH THERE TWO DISCUSSION LEADERS FOR EACH SUB-TOPIC. EACH COUNTRY SHOULD INFORM SECRETARIAT

IF IT WOULD LIKE SUPPLY DISCUSSION LEADER WHICH
CAN BE, BUT DOES NOT NECESSARILY HAVE TO BE, PERSON PRE-
SENTING A PAPER ON A SU-TOPIC. SCOTT IS CONSIDERING
HAVING DISCUSSION LEADERS MEETING IN GENEVA IN MID-JANUARY.

9. MEETING AGREED HAVE SECRETARIAT WRITE REPORT OF RE-
SUMED PREPARATORY MEETING, COPY OF WHICH WILL BE FORWARDED
TO DEPARTMENT WHEN RECEIVED BY MISSION.

10. REQUEST DEPARTMENT INFORM MISSION OF PAPERS TO BE
SUBMITTED BY USG OR US BUSINESSMEN AND OF ANY CANDIDATE
FOR DISCUSSION LEADERS ACCORDING TO SECRETARIAT'S
TIME-TABLE OUTLINED ABOVE.DALE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: EAST WEST TRADE, TRADE PROMOTION, SEMINARS, MARKET SURVEYS
Control Number: n/a
Copy: SINGLE
Draft Date: 14 JUL 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: ShawDG
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976GENEVA05589
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760271-0155
From: GENEVA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760760/aaaacayd.tel
Line Count: 290
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION IO
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 6
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 05 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <05 APR 2004 by greeneet>; APPROVED <12 AUG 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: ECE - FOURTH SEMINAR ON EAST-WEST TRADE PROMOTION, MARKETING BUSINESS CONTACTS, RESUMED PREPARATRY MEETING
TAGS: EEWTT, ECE, CSCE
To: SECSTATE WASHDC EC BRUSSELS OECD PARIS
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006